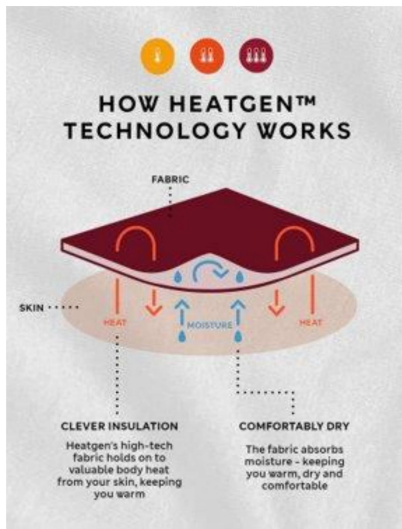


Men's Heatgen

Last Modified on 18/09/2023 1:41 pm BST

HEATGEN™

Heatgen Technology



Innovation

- M&S Trademark
- Strap Line: Heatgen™ – Clever insulating fabric, holds the heat generated by the wearer, keeping them warm.
- Technology – Heatgen™ is different to Thermal, Heatgen™ can only be called out if the fabric passes the Japanese Kaken test.
- By blending Cotton or Polyester into the fabric composition we can call out 'Wicking Properties' which removes moisture from the skin, keeping the wearer dry and comfortable.
- Heat levels increase due to the increase of GSM and fiber content, per level.
- Packaging shows 'traffic light' systems to easily explain heat level to customers
- .com displays colour coded thermometers, aligned to packaging colours, to aid customer journey, WW and KW have adopted this approach for AW23

SS £25



Heatgen Light: Our everyday warmth level (colours: black, ivory, denim marl & khaki)

Composition: 38% Acrylic, 29% BCI Cotton, 29% Ecovera Viscose, 4% Elastane

LS £28



Weight: 190GSM

Sustainability call outs: BCI Cotton and Ecovera Viscose

LP £28



Supplier: MAS – Made in Bangladesh

Fabric Mill: Pacific – Made in China

M&S

WW: Offer 'Heatgen', but this is a different base to MW - 160GSM 57% Acrylic, 38% Viscose Livaeco, 5% Elastane from Sunshell.

WW 2pk: £25

KW: Do not offer Light.

Competition

Uniqlo: £14.90

SS £18



Heatgen Medium: When extra warmth is needed (colours: black, ivory, denim marl & khaki)

Composition: 50% BCI Cotton, 26% Recycled Polyester, 24% Viscose

LS £20



Weight: 225GSM

Sustainability call outs: BCI Cotton Recycled Polyester and Ecovera Viscose

LP £20



Supplier: Sunshell – Made in Cambodia

Fabric Mill: Yongli Textile – Made in China

M&S

WW: Offer 'Heatgen Plus', but this is a different base to MW – 310gsm 55% Viscose Ecovera, 38% Acrylic, 7% Elastane 2 Side Brushed Fleece.

WW: £16

KW: Only offer 'Heatgen Thermal' which is the same base as MW 'Heatgen Medium', from Sunshell.

Competition

Uniqlo: £19.90

SS £25



Heatgen Maximum: The warmest of warm (colours: black, ivory, denim marl & khaki)

Composition: 35% Merino Wool, 26% Recycled Polyester, 23% Ecovera Viscose, 16% Polyamide

LS £28



Weight: 260GSM

Sustainability call outs: Woolmark, Recycled Polyester and Ecovera Viscose

LP £28



Supplier: Sunshell – Made in Cambodia

Fabric Mill: Yongli Textile – Made in China

M&S

WW: Do not offer Maximum

KW: Do not offer Maximum

Competition

Uniqlo: £24.90



LS £12

Heatgen Light: Our everyday warmth level (colour: black)

Composition: 55% Acrylic, 23% Viscose, 21% Polyamide, 1% Elastane

Weight: 0.06KG

Supplier: Burts – Made in China

Thread Mill: Shanghai Xiangyi (Burts) – Made in China

WW: £12 - 3PK Heatgen Light: 47% acrylic, 29% polyamide, 22% viscose and 2% elastane lycra®

KW: Do not offer.

Competition

Uniqlo: 1PK £7.90



LS £14

Heatgen Medium: When extra warmth is needed
(colour: black & navy mix)

Composition: 58% Polyester, 24% Wool, 11% Acrylic, 2% Polyamide, 1% Viscose, 1% Elastane

Weight: 0.14KG

Supplier: Burts – Made in China

Thread Mill: Shanghai Xiangyi (Burts) – Made in China

WW: £10 - 3PK Heatgen Medium: 93% viscose, 6% polyamide and 1% elastane lycra®

KW: Do not offer.



LS £14-16

Heatgen Maximum: The warmest of warm
(colour: black & navy)

Composition: 52% Acrylic, 35% Polypropylene, 6% Polyester, 1% Elastane

Weight: 0.19KG

Supplier: Burts – Made in China

Thread Mill: Shanghai Xiangyi (Burts) – Made in China

WW: £10 - 3PK Heatgen Maximum: 87% viscose, 12% polyamide and 1% elastane lycra®

KW: Do not offer.